



Doctoral Workshop
A West German Governance Compromise?
Stakeholder Relations from the "Wirtschaftswunder" to the Industrial Structural Crisis
1950's to the 1980's

Friday, June 25th 2010

Introduction

2.00 – 2.15 p.m.	Introduction to the Stakeholder Relations Approach	Ute Engelen; Stephanie Hagemann (Bielefeld University)
2.15 – 2.45 p.m.	Corporate Social Responsibility between Moral Expectations and Corporate Governance	David Gilgen (Bielefeld University)

I. Management, Labour Unions and Employees (Chair: Ute Engelen)

2.45 – 3.10 p.m.	En Route to the Audit Society? Information and Control by Means of Corporate Social Accounting in the 1970's	Stephanie Hagemann (Bielefeld University)
3.10 – 3.35 p.m.	Industrial Relations in the Automotive Industry of West Germany: A Comparative Analysis of Managing Board, Employees and Labour Union as Stakeholders	Anna R. Balzer (Ruhr-Universität Bochum)
3.35 – 3.50 p.m.	Commentary	Thomas Welskopp (Bielefeld University)
3.50 – 4.30 p.m.	Discussion	

Coffee break

II. Corporate Social Policies in Germany and France (Chair: Stephanie Hagemann)

4.45 – 5.10 p.m.	Company Social Benefits in East and West Germany – Political Claims and Management Adaptation 1950-1989	Rüdiger Gerlach (ZZF Potsdam)
5.10 – 5.35 p.m.	Perceiving the Employees as Stakeholders. The Social Policy of Automobiles Peugeot 1944-1979	Ute Engelen (Bielefeld University)
5.35 – 5.50 p.m.	Commentary	Hervé Joly (Laboratoire de recherche historique Rhône-Alpes, Lyon 2)
5.50 – 6.30 p.m.	Discussion	

Dinner

Saturday, June 26th 2010

III. Proprietors and Employees (Chair: Rüdiger Gerlach)

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| 9.00 – 9.25 a.m. | The Family Codex of the Haniel Clan as a Guarantee for Stakeholder Business Strategy? Board of Directors, Board of Management and Employees at the Gutehoffnungshütte Holding 1945-1975 | Benjamin Obermüller
(Ruhr-Universität Bochum) |
| 9.25 – 9.50 a.m. | Where Ants kill an Elephant: Employer-Employee Relations in the Cameroon Development Corporation 1946-2006 | Roland Ndille Ntongwe
(University of Buea) |
| 9.50 – 10.05 a.m. | Commentary | Werner Abelshauser
(Bielefeld University) |
| 10.05 – 10.45 a.m. | Discussion | |

Coffee break

IV. Production and Consumption (Chair: Anna R. Balzer)

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| 11.15 – 11.40 a.m. | Marketing without Marketing Research? Stollwerck's Way to the Failure of the Year | Cathrin Kronenberg
(University of Bonn) |
| 11.40 – 12.05 a.m. | The Build up of Mediating Companies come from Efficient Networks. The French Fashion Prediction Companies after WWII | Thierry Maillet
(EHESS, Paris) |
| 12.05 – 12.20 a.m. | Commentary | Dieter Ziegler (Ruhr-Universität Bochum) |
| 12.20 – 1.00 p.m. | Discussion | |

Lunch

Conclusion

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| 2.00 – 3.00 p.m. | Concluding Discussion | |
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For further information and reservation please contact

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